

TO: Lindsey Levine
FROM: Kathy McGrath/Marlboro Community Event Marketing
SUBJECT: Chinese American Expo - February 10-11, 1996 - Pomona, California

DATE: February 7, 1996

Marlboro Community Event Marketing will be at the Chinese American Expo held in Pomona, California on **February 10 - 11, 1996**. Specific information is as follows:

EVENT: CHINESE AMERICAN EXPO

DATES: Saturday, February, 10, 1996
 Sunday, February 11, 1996

TIME: 10:00 AM - 7:00 PM

LOCATION: Pomona Fairplex
 Pomona, CA

PROMOTER CONTACT: Ms. Mary Wang
 Marketing Manager
 Chinese Overseas Marketing Service, Inc.
 525 San Gabriel Boulevard
 San Gabriel, CA 91776
 (818) 285-7616

PHILIP MORRIS ACTIVITIES: As the exclusive tobacco sponsor, MARLBORO will have a major presence at this event and receive the following:

- The exclusive right to distribute name generation cards and Marlboro branded incentive items to smokers 21 years of age and older at locations at the Event;
- The exclusive use of 107, 108, 109, 408, 409, 508, 509 as floor space to conduct Marlboro promotional activities;
- The exclusive right to display banners and signage on the stage and at other sites throughout the Event;
- The exclusive right to conduct an on-site store exhibit, in conjunction with a third party retailer, in a booth to be provided by the Promoter; and,
- The right to recognition in advertisements placed in connection with the event and to approve in advance all materials and announcements prepared by Promoter that mention Philip Morris or MARLBORO.

FIELD SALES CONTACT: Mr. Lindsey Levine
 Philip Morris USA
 300 N. Lake Avenue
 Suite 1100
 Pasadena, CA 91101
 (818) 792-2900

COMMUNICATED MS MAIL 2/7/96 TO SOM. SOM SHOULD FORWARD THIS INFORMATION TO APPROPRIATE PERSONNEL IN SECTION. NO HARD COPIES PROVIDED BY NYO. FOR INTERNAL USE ONLY.

DOC. #77

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SHIPMENT OF MATERIALS:

The following materials have been shipped to:

Mr. John Page
c/o Price Transfer Inc.
2711 E. Dominguez
Long Beach, CA 90810
(310) 639-6074

Delivery Date: By 1/26/96

<u>ITEM</u>	<u>QUANTITY</u>
Marlboro Lighters	8,000
Marlboro Caps	288
Marlboro Duffle Bags	80

NOTE: These materials are to be used for all three February events. All residual materials must be shipped to the next event location.

MANPOWER:

Phoenix Marketing will handle all on-site Marlboro activities.

Should you have any questions or concerns, please contact me at (212) 880-3984.

cc: S. Anderson
K. Beeson
I. Broeman

G. Dowell
J. Fontanez
D. Hingst

V. Murphy
S. Sampson
N. Suter

T. Thompson
T. Young
K. Zerangue

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